

# The 3rd International Building and Construction Libya Build 2006

08 - 11 May 2006  
Tripoli International Fair



[www.libyabuildexpo.com](http://www.libyabuildexpo.com)



# The 3rd International Building and Construction Libya Build 2006



Dear Sir/Madam,

After the success of the 1st and 2nd International Building & Construction Expo Libya Build (2004 and 2005) and the excellent reputation this expo has developed for participants and the Libyan visitors. We would like to announce the 3rd International Building & Construction Expo Libya Build 2006 to be held on 8th to 11th of May 2006 at Tripoli International Fair Ground.

Libya has already joined the international community and is working hard to be a leading example of a new economy in Africa, Libya is developing a new strategy for it's existence and is broadening the horizon of it's future..

With major development projects already started and many more under study and near approval, Libya proves every day to be the new location for Building and Construction. National and Private Companies are looking for partners and providers to assist in these opportunities.

With the success of the previous two editions and the encouragement we heard from repeated participants, the Libyan government and visitors, not to mention the new demand for Construction assistance, we are confident of the success of the Third edition. This Expo is becoming a recurring event that each one is anticipating with excitement.

We are hoping that you will take this opportunity to attend this event and explore this new market. For further information please visit our web-site:  
[Http://www.libyabuildexpo.com](http://www.libyabuildexpo.com)

Thank you for your time and we hope to see you with us in this event.

Yours,

Firas ElMortadi  
Director



## LIBYA BUILD 2005



## LIBYA BUILD 2004



**ATEX African Tigers Expo** are proud to report the success of the 2nd International Building & Construction expo Libya Build 2005.

Libya Build 2005, came as an international event made for the 2nd time in consistency with the efforts rendered by national and governmental institutions to develop the national economy through concentration on all economic activities of direct impact on the quantity and quality of the services rendered to citizen for the purpose of increasing the rates of luxury and development of infrastructure of the basic sectors such as education, health, energy and building, because such activities represent the backbone of the economy.

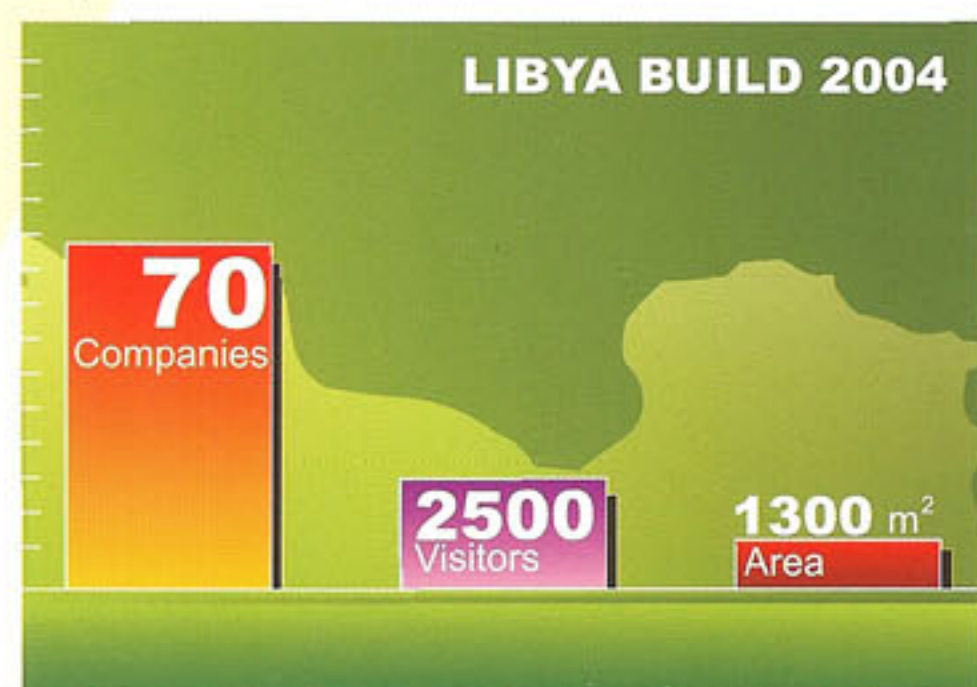
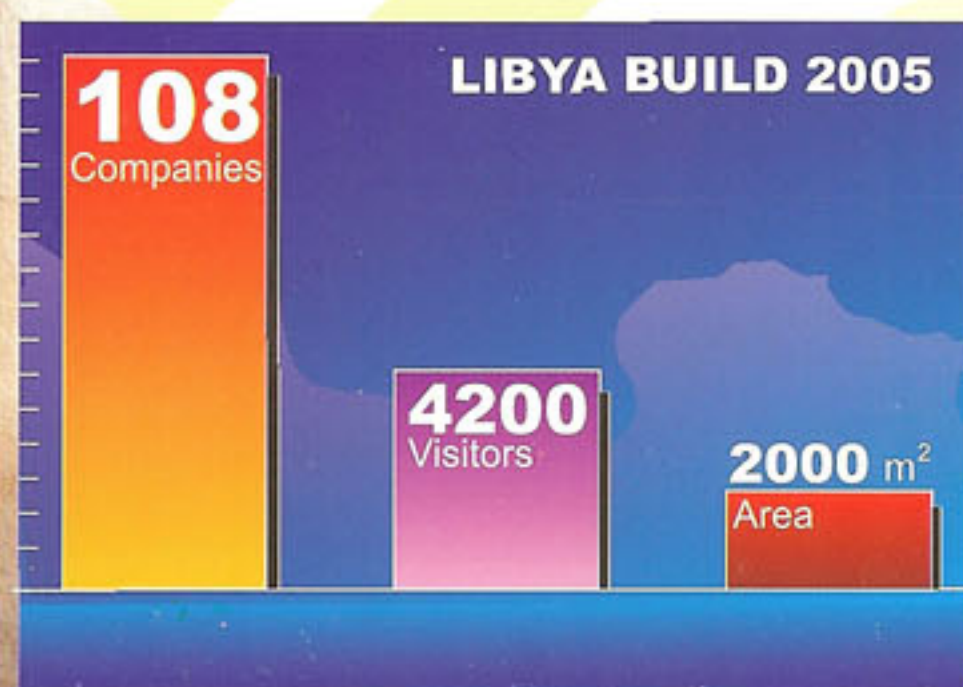
Libya endeavors, through the enacted legislation in all fields including investments, to draw the attention to the Libyan market as a developing market of roots extending deeply in the African Continent.

Therefore African Tigers Expo, made available all capabilities necessary for the success of this international event, under international exhibition standards to form the suitable environment in which Libyan and foreign businessmen meet with the attorneys of national and foreign companies interested in the building and construction sector.

Libya Build 2005 was made under the agreement of Secretariat of General Peoples Committee for Economy and Commerce and official sponsorship of Secretariat of the General Peoples Committee for Planning. The Secretary of the General Peoples Committee for Planning inaugurated the event in presence of the General Inspector for Housing and Utilities and The president of Engineering Professions and The Secretary of the Peoples Committee for the departments of Tripoli International Fair, as well as a group of ambassadors to Libya and the commercial attaches accredited to Libya.

Libya Build 2005 occupied 5 pavilions at Tripoli International Fair, compared to last year (Libya Build 2004), net floor space has increased by 55 %, making a total of 2000 sq m, plus more outdoor exhibit. The event was with 108 companies, 64% were international companies from 17 countries. The event was fully covered by local media, which resulted in apparent increase in visitor numbers which was around 4200 of visitors of diverse interests and specialties. This considerable number of visitors enriched the exhibition with a dynamic flow contributed to adding an atmosphere of competition among all participating companies through introduction of the activities and services. A matter that encouraged many companies to introduce themselves through special marketing presentation.

The following statistic illustrates some of the exhibition data through its first two editions.





# ATEX

## General Information

**Event Title:** Libya Build 2006

**EVENT SUBTITLE:** The 3rd International Building & Construction Expo

**Show date:** 08th to 11th of May, 2006

**Organizing Company:** ATEX African Tigers Expo.

**Venue:** Tripoli International Fair Ground, Tripoli - Libya

**Opening Times:** Monday 1800 to 2100  
Tuesday to Thursday 0930-1400 1700-2100

**Admission:** Admission to the exhibition is restricted to trade and professional visitors, admission is free upon completing a registration card or presenting a business card.

**Event Web-Site:** <http://www.libyabuildexpo.com>

## Exhibition Profile

- Building & Construction
- Water technology
- Electricity
- Air conditioning & Refrigeration
- Decoration & Interiors
- Bathrooms & Ceramics
- Marble, Stone & Machinery
- Flooring & Roofing
- Windows, Doors, Glass & Metal







www.libyabuildexpo.com







## Promotion Campaign

Libya Build 2006 has designed a publicity campaign to maximize business opportunity to exhibitors and to bring forward an awareness of different possibilities to bring more trade and professional visitors to the show, last event media was excellent, where the visitors has increased by 68% from the Libya Build 2004.

### This Campaign will include:

- Direct invitations to architects professionals.
- Direct invitations to government departments, industrial and commercial
- Direct mails, e-mails & faxes targeted to specialized trade and professionals
- Advertising in major newspapers & Magazines in Libya
- Advertising in major International Arabic newspapers.
- Advertising in the radio and TV
- Out door Advertising and street banners.
- Street bill boards

**For further information please contact:**

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